

Josh Cothran / Interaction Designer

I am a designer, a technologist, an innovator, and an idealist.

I believe that users are first and foremost **people**; that technology should serve the needs of humans, never the other way around.

Work Experience

GTRI, Research Scientist II

Atlanta, Georgia | June 2009 - present

- Self-directed, entrepreneurial user experience consultant for a variety of sponsored and internal projects
- User research (interviews, web/search analytics, card sorting) and information architecture for findability/usability-oriented redesigns of GTRI's corporate website and intranet
- Rapid iterative design and prototyping of a web-based interactive data visualization suite for decision support
- Other initiatives: a content management system (CMS) for exploring legislative trends, a web/mobile application for improved vaccination planning, and a resource coordination tool for intelligence analysts

Razorfish, Information Architect

Atlanta, Georgia | April 2008 - April 2009

- Social marketing (Facebook, MySpace, Twitter) user experience design, research, analysis, and strategy for H&R Block's 2009 tax season
- Website internationalization road map to support translation and regional content needs for Travelport, a B2B travel services provider; deliverables included site map, wireframes, and content matrices
- Personas, scenarios, site maps, and rich internet application design for the online business center of an international direct sales organization

Macquarium, Information Architect

Atlanta, Georgia | November 2006 - March 2008

- Concepting, wireframes, content strategy, and CMS migration for the national and chapter websites of the Society for Information Management, a national professional organization of CIOs and CTOs
- Experience design, information architecture, branding, and strategy for Convergence Internet Television Network, an internet television startup
- Information architecture for a GM-Yahoo! co-branded vehicle owners portal featuring personalized vehicle information and rich media content

Web.com, User Experience Consultant

Atlanta, Georgia | August 2006 - November 2006

- Checkout redesign with streamlined forms and flexible upsells / cross-sells for improved conversion
- Website and landing page optimization

GTRI, Research Scientist I

Atlanta, Georgia | August 2003 - August 2006

- Design and development of the Geographic Tool for Visualization and Collaboration (GTVC), a pre-Google Earth mapping application with collaborative annotation capabilities
- Responsible for functional requirements, user interface design, prototyping, development, and testing
- Creation of a web mapping application to pinpoint locations and visualize smoke dispersion from controlled burns for the Georgia Forestry Commission, including user testing and iterative design

Freelance and Pro Bono

- Design and development of a online brand experience and portfolio for LittleFISH Think Tank, an interior design consultancy (2009, freelance)
- User interface and interaction design for Georgia Tech's official campus map, updating the experience to take advantage of Google Maps API, AJAX technology, and client-side scripting libraries (2006, pro bono)

Skills

- User-centered design: wireframing, prototyping, personas, interviews, surveys, card sorting, web analytics
- Tools: pen & paper, whiteboard, mind mapping, Visio, Fireworks, Dreamweaver, Aptana Studio
- Web Standards: HTML, CSS, JavaScript
- Scripting Libraries: jQuery, Underscore, Protovis

UX Community & Leadership

- IxDA Atlanta: Founding Member, Local Leader (2008-present)
- CHI Atlanta: Member (2005-present), Technology Chair (2010), Media Chair (2009)
- Atlanta UX Book Club: Founding Member (2009-present)
- Conference Participant: Interaction (2010, 2008), SXSW Interactive (2007), SIGCHI (2005, 2003, 2001)

Education

Georgia Institute of Technology

MS Human-Computer Interaction

August 2004 | GPA: 3.4

BS Computer Science with Honors

Certificate in Social/Personality Psychology

May 2002 | GPA: 3.5

About Me

When I'm not doing UX, you can find me taking photos, listening to and playing music, exploring the outdoors, and seeking out adventures wherever I find them (or they find me). I've taken a two-month odyssey across the U.S. in a VW van, designed and built a treehouse and a photo booth, and am an Eagle Scout.

“Making the simple complicated is commonplace; making the complicated simple, **awesomely simple**, that’s creativity.”
– Charles Mingus